



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSRM807 Lead the development of a visual merchandising strategy

Release: 1

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	New unit

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop a visual merchandising strategy, from concept development to the specification of detailed implementation requirements.

This covers the creative, management and retailing skills and knowledge required to consult, develop and implement an effective visual merchandising strategy that will deliver increased sales performance.

Application of the Unit

This unit of competency supports the needs of senior visual merchandisers, visual merchandising directors and business owners responsible for developing and managing the organisation's visual merchandising strategy.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Analyse visual merchandising trends.	1.1.Consult with buyers to identify emerging <i>seasonal trends</i> and new product ranges. 1.2.Research visual merchandising trends in local and overseas markets. 1.3.Critique the visual merchandising strategies of competitors, identifying their creativity, strengths and weaknesses. 1.4.Consult with colleagues and conduct research to identify macro <i>community trends</i> that may influence customer perceptions and preferences.
2. Develop the visual merchandising concept and strategy.	2.1.Audit current visual merchandising performance in all stores to identify capacities of stores to implement new concepts and strategies. 2.2.Work with internal or external designers to interpret the emerging visual merchandising trends and new season product ranges to create an overarching concept for the strategy. 2.3.Share and test concepts with <i>relevant stakeholders</i> to gain input to finalise concept. 2.4.Identify, cost and budget the resources required to support the implementation of the visual merchandising strategy. 2.5.Develop and document a detailed <i>visual merchandising strategy</i> to deliver the agreed concept. 2.6.Gain authorisation as required for the visual merchandising strategy in line with standard organisational policies and procedures.
3. Develop and manage implementation of visual merchandising strategy.	3.1.Document and communicate the visual merchandising strategy and its detailed implementation requirements to store managers and appropriate staff. 3.2.Ensure strategies are tailored to respond to customer demographics and preferences of individual stores, while maintaining overall consistency of the concept and strategy. 3.3.Ensure work health and safety (WHS) and public safety issues have been addressed in the design, implementation and operation of the strategy.

- 3.4. Specify, cost and commission the development of props and store fittings and fixtures.
 - 3.5. Liaise with marketing experts to ensure congruence between marketing, promotional and visual merchandising strategies.
 - 3.6. Establish and undertake a schedule of visits to stores to oversee and support implementation of strategy.
 - 3.7. Establish and maintain effective communication and feedback mechanisms to manage the roll-out of strategy and inform adjustments to it based on changing circumstances.
 - 3.8. Provide effective and actionable advice to store staff to ensure high quality and consistent merchandising of stock.
4. Evaluate outcomes of visual merchandising strategy.
- 4.1. Establish and analyse the regular collection of data to enable monitoring of store and regional **performance** during operation of the visual merchandising strategy.
 - 4.2. Use performance data to identify departments, stores or regions that have under-performed during the roll-out of strategy.
 - 4.3. Canvass options and solutions to address under-performance by departments, stores or regions during the roll-out of strategy.
 - 4.4. Report to management regarding the outcomes achieved by strategy.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- analytical and problem-solving skills to analyse visual merchandising trends and store capacity to implement strategies
- communication and interpersonal skills to:
 - negotiate the implementation of selected visual merchandising concepts
 - prepare complex business reports
- decision-making skills to select strategies and resources
- numeracy skills to:
 - conduct financial analyses
 - set budgets
- lateral and creative thinking skills to conceptualise visual merchandising strategies to provide a competitive edge for the organisation
- initiative and enterprise skills to support:
 - performance management
 - project management
 - project planning
 - staff development
 - strategic analysis
- literacy and numeracy skills to report on strategy outcomes
- technology skills to use computer applications
- time-management skills to plan and prioritise work
- technical skills to apply visual merchandising techniques

Required knowledge

- contemporary retail concepts, models and techniques, including product placement, grouping and branding
- financial analytical techniques
- work health and safety requirements
- organisational strategy, policy and procedures relating to visual merchandising strategies
- product knowledge
- sales techniques
- staff management principles

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- develops broad understanding through research and analysis of the trends and directions in visual merchandising and community expectations
- undertakes consultation and planning to develop and document effective visual merchandising concept and strategy
- shows management skills in using resources effectively and plans for the implementation of the visual merchandising strategy
- analyses outcomes of the visual merchandising plan.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- a current range of text and online information sources on:
 - community trends impacting on particular brands and ranges
 - seasonal trends
 - local and overseas visual merchandising directions
- store staff
- a visual merchandising budget
- sales performance data.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- a role play
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Seasonal trends may include:

- colours
- fabrics
- sizes
- styles
- themes and concepts.

Community trends may include:

- fair trade factors
- economic factors influencing move towards luxury or austerity goods
- green or sustainability factors
- new media, such as social networking media
- product country of origin and 'buy local' factors
- social phenomena that influence fashion, such as films, music and sport.

Relevant stakeholders may include:

- buyers
- store managers
- visual merchandising team.

Visual merchandising strategy may include specification of:

- colours and styles
- lighting and staging
- positioning of products, stands and fittings
- products to be promoted
- start and completion dates for the strategy
- ticketing.

Performance may be measured by:

- customer satisfaction ratings
- financial analysis using techniques, including:
 - balance sheet analysis
 - break even analysis
 - cash flow analysis
 - cost-benefit analysis
 - daily sales and trend analysis
 - gross profit
 - profit and loss analysis
 - return of assets analysis
 - return on investment (ROI) analysis
 - sales per employee

- sales per square metre of floor space
- sales to inventory ratio
- stock turnover rate
- mystery shopping reports
- number of business referrals
- performance in industry benchmarking studies
- staff feedback received
- volume of repeat business.

Unit Sector(s)

Cross-Sector

Competency Field

Retail Management